

Appln. No. 09/472,600
Amendment dated February 28, 2006
Reply to Office Action mailed December 6, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims (deleted text being struck through and added text being underlined):

1. through 18. (Canceled)

1 19. (Previously presented) A removable moving media,
2 comprising:
3 a source content;
4 a removable content disposed at a position within the source
5 content for providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place the virtual product within the removable
12 moving media through utilization of the removable content disposed
13 within the source content;
14 wherein the communication assembly allows the virtual
15 product source to update the position of the virtual product location
16 in the removable moving media through repositioning of the
17 removable content relative to the source content.

20. through 21. (Canceled)

1 22. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is a video game.

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1 23. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is at least one of a streaming
3 video, a film, a video stream, and a video file format.

1 24. (Previously Presented) The removable moving media of
2 claim 19, wherein the source content is a digital source content.

1 25. (Previously Presented) The removable moving media of
2 claim 19, wherein the virtual product is placed within the removable
3 moving media through at least one of a paint, a montage, an
4 animation, and an instantiation process.

26. through 32. (Cancelled)

1 33. (Previously presented) A system for placing virtual
2 products within a moving media, comprising:
3 an original moving media content source including a
4 removable content, the removable content providing a virtual
5 product location at a position in the moving media;
6 a network in communication with the original moving media
7 content source, the network providing a virtual product source; and
8 a virtual product disposed within the virtual product source,
9 the virtual product being a commercial item enabled for placement
10 in the virtual product location of the removable content, the virtual
11 product being enabled for updating the position of the virtual
12 product location of the removable content in the moving media,
13 wherein the virtual product is downloaded from the network,
14 and placed on the moving media in the virtual product location; and
15 wherein the virtual product is updated on the moving media in
16 the virtual product location, and the position of the virtual product
17 location relative to the moving media is updated.

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1 34. (Previously Presented) The system of claim 33, wherein
2 the network includes at least one of a website on a network and a
3 peripheral computing system.

1 35. (Previously Presented) The system of claim 33, wherein
2 the virtual product source updates the virtual product location on
3 the removable content within the original moving media content
4 source.

1 36. (Previously Presented) The system of claim 33, wherein
2 the original moving media content source is a video game.

1 37. (Previously Presented) The system of claim 33, wherein
2 the original moving media content source is at least one of a
3 streaming video, a film, a video stream, and a video file format.

1 38. (Previously Presented) The system of claim 33, wherein
2 the original moving media content source is a digital source content.

1 39. (Previously Presented) The system of claim 33, wherein
2 the virtual product is placed within the virtual product location
3 through at least one of a paint, a montage, an animation, and an
4 instantiation process.

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1 40. (Withdrawn) A method of selling the placement of
2 products in moving media content released over time, comprising:
3 dividing the time over which the content is released into a
4 plurality of time slots;
5 selling the placement of a product in the content by time slot;
6 and
7 placing the product into the content released in the time slot
8 for which the product placement was sold
9 updating the product in the content by downloading a new
10 product into the content from a network.

1 41. (Withdrawn) The method of claim 40, wherein the network
2 includes at least one of a website on a network and a peripheral
3 computing system.

1 42. (Withdrawn) The method of claim 40, wherein the original
2 moving media content source is a video game.

1 43. (Withdrawn) The method of claim 42, wherein the original
2 moving media content source is at least one of a streaming video, a
3 film, a video stream, and a video file format.

1 44. (Withdrawn) The method of claim 43, wherein the original
2 moving media content source is a digital source content.

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1 45. (Withdrawn) A method of selling the placement of
2 products in moving media content released in a plurality of
3 geographic areas, comprising:
4 producing different versions of the content for different
5 geographic areas;
6 selling the placement of a product in the content by
7 geographic area;
8 placing the product into the geographic version for which the
9 product placement was sold; and
10 updating the product in the different versions of the content
11 for different geographic areas by downloading a new product into
12 the content from a network.

1 46. (Withdrawn) The method of claim 45, wherein the network
2 includes at least one of a website on a network and a peripheral
3 computing system.

1 47. (Withdrawn) The method of claim 45, wherein the original
2 moving media content source is a video game.
3

1 48. (Withdrawn) The method of claim 47, wherein the original
2 moving media content source is at least one of a streaming video, a
3 film, a video stream, and a video file format.

1 49. (Withdrawn) The method of claim 48, wherein the original
2 moving media content source is a digital source content.

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1 50. (Withdrawn) A method of selling the placement of
2 products in moving media content distributed in a plurality of
3 channels, comprising:
4 producing different versions of the content for different
5 channels;
6 selling the placement of a product in the content by
7 distribution channel;
8 placing the product into the channel version for which the
9 product placement was sold; and
10 updating the product in different versions of the content for
11 different channels by downloading a new product into the content
12 from a network.

1 51. (Withdrawn) The method of claim 50, wherein the network
2 includes at least one of a website on a network and a peripheral
3 computing system.

1 52. (Withdrawn) The method of claim 50, wherein the original
2 moving media content source is a video game.

1 53. (Withdrawn) The method of claim 52, wherein the original
2 moving media content source is at least one of a streaming video, a
3 film, a video stream, and a video file format.

1 54. (Withdrawn) The method of claim 53, wherein the original
2 moving media content source is a digital source content.

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1 55. (Previously presented) A digital source content disposed
2 on a streaming video, comprising:
3 a source content including a motion picture;
4 a removable content disposed at a position within the source
5 content for providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place the virtual product within the removable
12 moving media through utilization of the removable content disposed
13 within the source content;
14 wherein the communication assembly allows the virtual
15 product source to update the position of the virtual product location
16 in the removable moving media through repositioning of the
17 removable content relative to the source content.

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1 56. (Previously presented) A digital source content disposed
2 on a digital video disk (DVD), comprising:
3 a source content including a motion picture;
4 a removable content disposed at a position within the source
5 content for providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place the virtual product within the removable
12 moving media through utilization of the removable content disposed
13 within the source content;
14 wherein the communication assembly allows the virtual
15 product source to update the position of the virtual product location
16 in the removable moving media through repositioning of the
17 removable content relative to the source content.

1 57. (Previously Presented) The removable moving media of
2 claim 19, wherein the virtual product is a commercial item
3 associated with a brand identity.

1 58. (Previously Presented) The removable moving media of
2 claim 57, wherein the commercial item comprises packaging
3 containing a consumable product.

1 59. (Previously Presented) The removable moving media of
2 claim 58, wherein the commercial item is a can of beer.

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1 60. (Previously Presented) The removable moving media of
2 claim 26, wherein the virtual product content is a commercial item
3 associated with a brand identity.

1 61. (Previously Presented) The removable moving media of
2 claim 60, wherein the commercial item comprises packaging
3 containing a consumable product.

1 62. (Previously Presented) The removable moving media of
2 claim 33, wherein the virtual product is a commercial item
3 associated with a brand identity.

1 63. (Previously Presented) The removable moving media of
2 claim 62, wherein the commercial item comprises packaging
3 containing a consumable product.

1 64. (Previously Presented) The digital source content of claim
2 55, wherein the virtual product is a commercial item associated with
3 a brand identity.

1 65. (Previously Presented) The digital source content of claim
2 64, wherein the commercial item comprises packaging containing a
3 consumable product.

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- 1 66. (Previously presented) A removable moving media,
2 comprising:
3 a source content adhering to an MPEG-4 format;
4 a removable content disposed at a position within the source
5 content for providing a virtual product location; and
6 a communication assembly in communication with a virtual
7 product source providing a virtual product which is a commercial
8 item, the communication assembly providing access to the source
9 content and the removable content,
10 wherein the communication assembly allows the virtual
11 product source to place the virtual product within the removable
12 moving media, via an instantiation of the virtual product, through
13 utilization of the removable content disposed within the source
14 content; and
15 wherein the communication assembly allows the virtual
16 product source to update the position of the virtual product location
17 in the removable moving media through repositioning of the
18 removable content relative to the source content.